

MTAC UG1

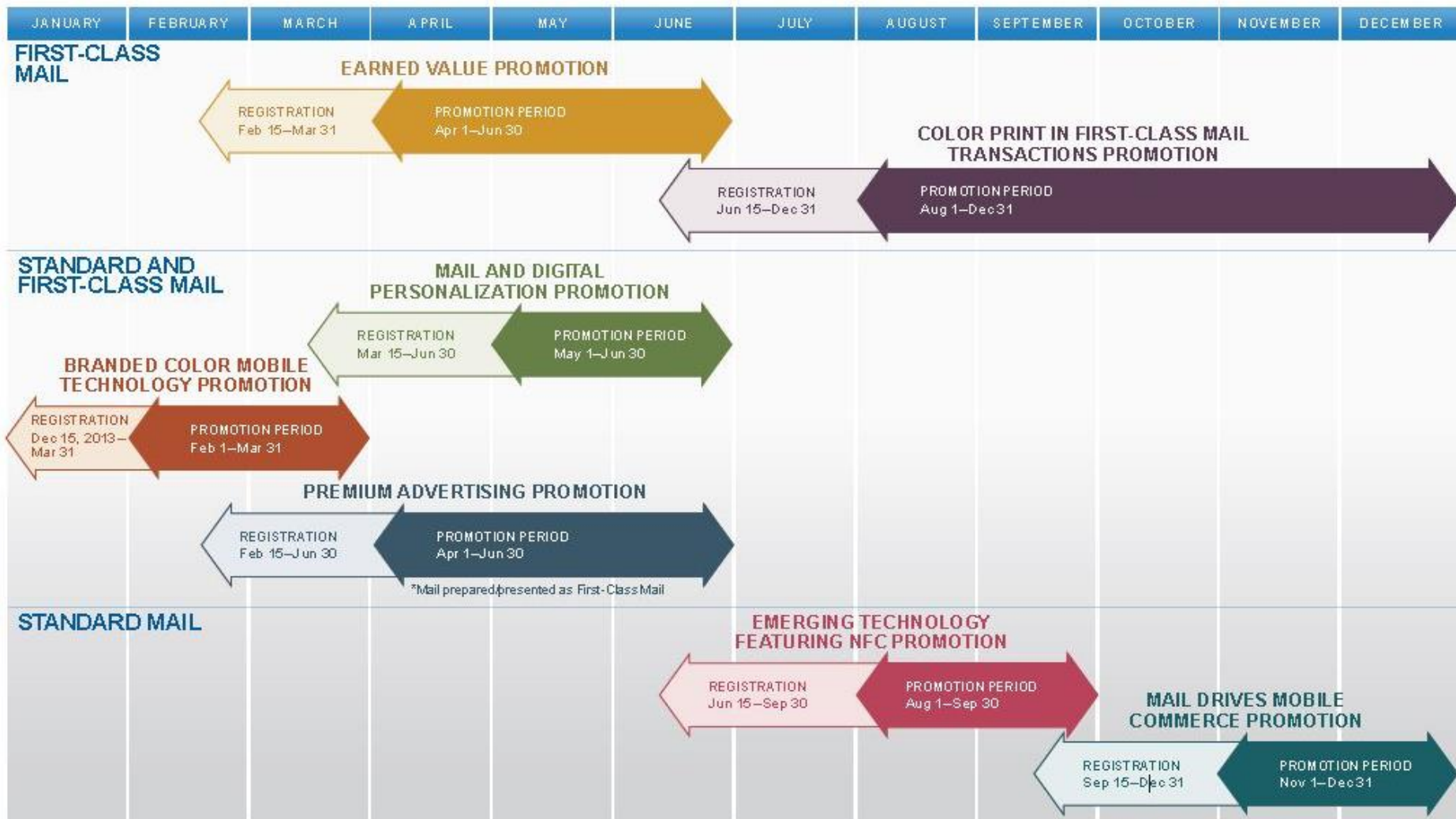
Mailing Promotions & Incentives

8/14/2014

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USPS® 2014 PROMOTIONS CALENDAR



- **Color in First-Class Mail Transactions Promotion**
 - **Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements.**
 - **Registration began June 15-to date, 70 mailers have enrolled**
 - **Promotion Period: August 1 through December 31, 2014**
 - To date, 24 customers have mailed over 36M pieces
 - Total discount to date is over \$285k
- **Emerging Technology Promotion**
 - **Encourage the use of “enhanced” augmented reality or standard NFC technology in standard mail campaigns.**
 - **Registration began June 15-to date, 100 mailers have enrolled**
 - **Promotion Period: August 1 through September 30, 2014**
 - To date, 43 customers have mailed over 140M pieces
 - Total discount to date is over \$578k

■ **Mail Drives Mobile Commerce Promotion**

- **Encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to shop for products and services.**
 - **Registration begins September 15, 2014**
 - **Promotion Period: November 11 – December 31, 2014**
 - **Live informational webinar scheduled for August 27th at 3p ET. Details can be found on RIBBS.**

Proposed 2015 Promotions

Proposed Promotions

■ **First-Class Mail Color/Transpromo Promotion**

- Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements

■ **Mail Drives Mobile Engagement Promotion**

- Demonstrate how direct mail, combined with mobile technology, continues to be a convenient method for marketers to connect with their customers and facilitate more ways to do their shopping

■ **2015 Earned Value Reply Mail**

- Slow the decline of First-Class Mail (BRM and CRM) pieces through a postage credit for each returned mailpiece

■ **Advanced or Emerging Technologies Promotion**

- Encourage the use of “enhanced” augmented reality or standard NFC technology in mailing campaigns

- Program Office contact:

mailingpromotions@usps.gov

- Program Requirements, Documents & Webinar Details

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

- Information and link to program registration:

<https://www.usps.com/business/promotions-and-incentives.htm>

- PostalOne Help Desk:

(800) 522-9085 or postalone@email.usps.gov

Proposals for 2016 promotions can be sent to:

MailingInnovations@usps.gov